

### **Remark**

Applicants respectfully request reconsideration of this application as amended. Claims 29, 32, 48, 60, 64, 68, 72 and 74 have been amended. Claims 31, 49, 61, 65, 69 and 76 have been cancelled. Therefore, claims 29, 30, 32-48, 50-60, 62-64, 66-68, 70-75 and 77 are now presented for examination.

### **Allowable Subject Matter**

Claims 31, 32, 38, 40, 44, 46, 49, 53, 54, 57, 61, 62, 65, 69, 72 and 76 were indicated as being allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims. Claims 29, 48, 60, 64, 68 and 74 have been amended to incorporate the limitations of Claims 32, 49, 61, 65, 69 and 76 respectively. Accordingly, Claims 29, 48, 60, 64, 68 and 74 are believed to be allowable. The remaining claims all depend from one of these claims and are believed to be allowable therefor as well as for the limitations specifically set forth therein.

### **Conclusion**

Applicants respectfully submit that the objections and rejections have been overcome by the amendment and remark, and that the claims as amended are now in condition for allowance. Accordingly, Applicants respectfully request the objections and rejections be withdrawn and the claims as amended be allowed.


**Invitation for a Telephone Interview**

The Examiner is requested to call the undersigned at (303) 740-1980 if there remains any issue with allowance of the case.

Respectfully submitted,

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6

**Version with Markings to Show Changes Made**

**Insertions are underlined, deletions are stricken.**

1 29. (Amended) A method comprising:

2 presenting a broadcast to a viewer;

3 receiving viewer feedback to the broadcast including providing a  
4 questionnaire in response to a request from a viewer to provide feedback;

5 generating a rating of the broadcast based at least in part on the received  
6 viewer feedback to the broadcast, the rating indicating a likelihood of interest in  
7 the first broadcast for potential subsequent viewers; and

8 providing the rating of the broadcast to potential subsequent viewers.

1 31. (Cancelled)

1 32. (Amended) The method of claim ~~31~~ 29 wherein the request from a viewer  
2 comprises an identification of one from among a list of recently viewed broadcasts.

1 48. (Amended) A method comprising:

2 receiving viewer feedback to a broadcast from a plurality of different  
3 viewers of the broadcast including providing a questionnaire to a viewer to  
4 provide feedback;

5 generating a rating of the broadcast based at least in part on the received  
6 viewer feedback to the broadcast, the rating indicating a likelihood of interest in  
7 the first broadcast for potential subsequent viewers; and

8 providing the rating of the broadcast through an electronic  
9 communications device for display to potential subsequent viewers of the broadcast.

10 49. (Cancelled)

1           60. (Amended) A machine-readable medium having stored thereon data  
2   representing sequences of instructions which, when executed by a machine, cause the  
3   machine to perform operations comprising:  
4           presenting a broadcast to a viewer;  
5           receiving viewer feedback to the broadcast including providing a  
6           questionnaire in response to a request from a viewer to provide feedback;  
7           generating a rating of the broadcast based at least in part on the received  
8           viewer feedback to the broadcast, the rating indicating a likelihood of interest in  
9           the first broadcast for potential subsequent viewers; and  
10          providing the rating of the broadcast to potential subsequent viewers.

1           61. (Cancelled)

1           64. (Amended) A machine-readable medium having stored thereon data  
2   representing sequences of instructions which, when executed by a machine, cause the  
3   machine to perform operations comprising:  
4           receiving viewer feedback to a broadcast from a plurality of different  
5           viewers of the broadcast;  
6           generating a rating of the broadcast based at least in part on the received  
7           viewer feedback to the broadcast, the rating indicating a likelihood of interest in  
8           the first broadcast for potential subsequent viewers and the rating using viewer  
9           characteristic information to generate separate ratings for different categories of  
10          viewers; and  
11          providing the rating of the broadcast through an electronic communications  
12       device for display to potential subsequent viewers of the broadcast.

1 65. (Cancelled)

1 68. (Amended) An entertainment system controller comprising:

2 a storage medium to store a questionnaire regarding a broadcast that is presented  
3 to a viewer on a display device;

4 control circuitry to provide a feedback questionnaire to a viewer of the broadcast,  
5 the control circuitry retrieving the questionnaire from the storage medium in response to  
6 a request from the viewer;

7 a viewer interface to receive viewer feedback to the broadcast based on the  
8 feedback questionnaire; and

9 a communications interface to provide the viewer feedback to the broadcast to a  
10 server system and to receive ratings from the server system regarding other available  
11 broadcasts based on viewer feedback from other viewers, the ratings indicating a  
12 likelihood of interest in the available broadcasts for the viewer,

13 wherein the control circuitry further provides the ratings regarding other available  
14 broadcasts to the viewer.

1 69. (Cancelled)

1 72. (Amended) The entertainment system controller of claim 68 further

2 comprising a register containing information regarding the entertainment system of the  
3 viewer and wherein the communications interface provides the hardware capabilities

4 information from the register to the server system along with the viewer feedback.

1           74. (Amended) An entertainment server system comprising:  
2           a communications interface to receive viewer feedback to a broadcast from a  
3           plurality of different viewers of the broadcast, the communications interface receiving  
4           viewer characteristic information along with the viewer feedback; and  
5           a processor to generate a rating of the broadcast based at least in part on the  
6           received viewer feedback to the broadcast, the rating indicating a likelihood of interest in  
7           the first broadcast for potential subsequent viewers, the rating being generated using the  
8           viewer characteristic information to generate separate ratings for different categories of  
9           viewers, wherein  
10           the communications interface provides the rating of the broadcast to viewer  
11           entertainment systems for display to potential subsequent viewers of the broadcast.

1           76. (Cancelled)

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